

decades-long coverup of the health risks associated with smoking.

This is an industry which once argued that cigarettes are no more addictive than Gummy Bears. This is an industry that used Joe Camel in advertising, blatantly designed to hook children on smoking. Now they ask us to believe that a \$1.50 increase will lead to the bankruptcy of big tobacco and a rampant black market for illegal cigarettes. That argument by big tobacco has no more credibility than any of the other false arguments that have been made over the past 30 years and more. Over the years, big tobacco has proved itself to be the master of the big lie. Congress should have learned this lesson long ago, and it is time to trust the Nation's public health leaders, not big tobacco's public health prevaricators.

The tobacco companies have known these facts about addiction. For years they have been fully aware that they need to persuade children to take up smoking in order to preserve their future profits. That is why big tobacco has targeted children, the billions of dollars in advertising and promotional giveaways, their promise of popularity, excitement, and success for young men and women who take up smoking.

The recent documents released in the Minnesota case against the industry reveal the vast extent of the industry's marketing strategy to children. In the 1981 Philip Morris memo entitled "Young Smokers, Prevalence, Implications, Related Demographic Trends," the authors wrote that it is important to know as much as possible about teenage smoking patterns and attitudes. "Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first beginning to smoke while still in their teens and the smoking patterns of teenagers are particularly important to Philip Morris. Furthermore, it is during the teenage years that the initial choice is made."

If nothing is done to reverse this trend in adolescent smoking, the Centers for Disease Control and Prevention estimate 5 million of today's children will die prematurely from smoke-caused illnesses. Five million of today's children will die from smoke-caused illnesses. The American public has had enough of the daily tragedy of death and disease caused by tobacco use. The tobacco industry has literally had a license to kill for many decades. Now the license is being revoked and Americans are demanding dramatic action by Congress to drastically curb youth smoking.

This Congress will be judged, in large measure, by whether or not we respond effectively to that challenge, and increasing cigarette prices by \$1.50 is the most effective way to reduce teenage smoking. The public health community agrees it is the minimum increase needed to achieve 60 percent over 10 years.

The \$1.50 has the broad support of the health community, and it deserves the broad support of the U.S. Senate as well.

In conclusion, I want to mention again what this issue is all about, and that is what this amendment will do for the young people of this country.

We have the \$1.10 increase over a 5-year period that is in the measure that is before us this evening. The measure that we offer will raise the price of cigarettes by \$1.50. The number of children whose lives will be saved by the cigarette price increase by \$1.10, over what it would otherwise be, will be 1 million; increasing cigarettes by \$1.50, an additional 1.25 million. There is for every 10 percent, some 7-percent increase in reduced teenage smoking.

The difference from the \$1.10 and the \$1.50 is 750,000 in terms of those teenagers who will smoke—750,000. Mr. Koop said today the new studies would bring it up to 900,000. But we are talking between 750,000 to 900,000 children, of which some 300,000 of those will die

prematurely. We can save those children. We can save the 750,000 who would otherwise smoke, and we can say to the 300,000 young people, the children in America today, "We can save your lives as well." The question is, Are we willing to take that step to raise the cost by \$1.50?

I certainly hope we will, Mr. President. I point out that even raising it by \$1.50, we will be where most of the European countries are. Even with the \$1.50 increase, the United States will be at \$3.59; France at \$3.50; United Kingdom at \$4.40; Denmark at \$5.10; and Norway at \$6.82. We will be right in the middle of the industrial nations of the world.

Let me say, the tobacco industry makes profits on all of those countries. The tobacco industry makes generous profits from all of these countries that are a good deal higher than even the \$3.50, as well as from the other countries.

Mr. President, this actually is a modest step, a very modest step, but one that is necessary in order to protect the young people of this country. I hope we will do so tomorrow when the roll is called.

ADJOURNMENT UNTIL 9:30 A.M.
TOMORROW

The PRESIDING OFFICER. Under the previous order, the Senate will stand in adjournment until tomorrow, May 20, at 9:30 a.m.

Thereupon, the Senate, at 8:23 p.m., adjourned until Wednesday, May 20, 1998, at 9:30 a.m.

NOMINATIONS

Executive nominations received by the Senate May 19, 1998:

THE JUDICIARY

CARL J. BARBIER, OF LOUISIANA, TO BE UNITED STATES DISTRICT JUDGE FOR THE EASTERN DISTRICT OF LOUISIANA, VICE OKLA JONES, II, DECEASED.